Ministry of Christ Church College
540 North State Road 434, Suite 38
Altamonte Springs, Florida 32714
407-834-8062
www.ministryofchristchurch.org

MS108: Data-Driven Marketing
Certificate Course

Let us help you build your Resume Portfolio - because your work deserves to be seen… while you focus on building your skills for service, leadership, and career growth.

Course Description

MS108 introduces the adult leader to the principles of data-driven marketing and the analytical tools businesses use to understand customers, predict behavior, and improve campaign performance. Learners explore how to identify customer segments, analyze purchasing patterns, forecast loyalty, and use data to guide merchandise planning and targeted outreach. The course also covers how to build a 360-degree customer view and apply marketing analytics to increase satisfaction, retention, and sales efficiency. Designed for beginners and growing marketers, this course equips students to make smarter, evidence-based decisions that strengthen marketing impact.

What You Will Learn

By the end of this course, students will be able to:

- Understand the purpose and value of data-driven marketing
- Identify key marketing metrics across major platforms
- Use simple analytics tools (Google Analytics, social insights, email metrics)
- Interpret data to understand audience behavior
- Recognize patterns, trends, and performance indicators
- Adjust marketing strategies based on data
- Build a beginner-friendly data-driven marketing plan

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Course Materials

This course uses the textbook:
Data Driven Marketing For Dummies

All assignments, practicum activities, and the final exam are based on the themes and skills taught in the book.

Included in Your Course Package

• MS108 Syllabus Checklist
• MS108 Practicum Resume Portfolio Guide
• MS108 Final Exam (with stamped return envelope)
• Textbook and Resume Portfolio Notebook mailed directly from Amazon
• Certificate (suitable for framing) mailed upon receiving a passing score of 70% or better

Practicum Summary (for Resume Portfolio)

Practicums are for you to keep and add to your Resume Portfolio. A Resume Portfolio is a simple, personal collection of real work that shows your skills, your experience, and the quality of what you can do. It gives employers a clear picture of your strengths in a professional, easy-to-understand way.

Students will complete hands-on activities in:

- Reviewing analytics dashboards across platforms
- Identifying key performance metrics
- Tracking audience behavior and engagement
- Practicing simple data interpretation
- Adjusting content and channel strategies based on insights
- Creating a basic data-driven marketing plan
- Completing a data-driven marketing project summary

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Final Exam

The MS108 exam includes:

- Multiple-choice questions
- Short-answer questions
- Scenario-based application

Course Requirements

- Working knowledge of English
- Ability to complete written assignments
- Live within the United States
- Access to email for submitting coursework

Tuition

149.00 USD – Individual Course
Payment is made through Shopify.

After purchase, you will be able to immediately download the *Student Welcome & Instructions* PDF and follow the steps. Your course materials will be mailed once you complete the instructions in the PDF.

How to Enroll

Step 1: Download the Application
Visit the church college website to download the official application form.
Your application must be completed and received before your textbook and course materials will be delivered.

Step 2: Review the Full Catalog
The complete College Catalog is available on the college website.

Step 3: Submit Your Application

Mail your completed application to the college office. If you email your application, include **"Application"** in the subject line.

Your application must be received and processed before your textbook and course packets are mailed. (If you have not downloaded the application yet, it is available on the college website.)

Step 4: Purchase Your Course

Click here to purchase MS108 through Shopify, our secure online store.
Once purchased and your application is processed, your textbook and course packets will be mailed to you.

Policies

For all official policies including tuition, refund, and admissions requirements please refer to the College Catalog.